

Background

Typically (2) Non Self-Service situations exist in pack outlets:

- Normal environment - pilferage driven, normal store configuration (no glass) (Attachment 1)
- Extreme Security environment - Glass kiosk either stand alone or within a store (Attachment 2)

Each retail environment requires judgments by field sales to maximize RJR's effectiveness regarding display type, location, etc.

Program Details

Program consists of the same elements used in the Self-Service Base contract, plus an additional requirement*:

- Full Price Display
- Savings Display(s)
- Enhanced Presence/Signage
- *Auxiliary Savings Brand Signage

Payment for this program is approximately one-half of the Self-Service Base program. (Attachment 3)

Displays

Customer interaction with non self-service displays is normally limited due to location. Therefore, display selection and location is critical:

- Normal environment (no glass)
 - Displays should be as large as possible without sacrificing position, i.e., System III Floor, MFD
 - Lighted signage on displays is preferred
 - Locate displays in sight line directly behind selling area/clerk
- Extreme Security environment (glass kiosk)
 - Suction cup displays preferred. Currently 8 wide suction cup displays are available, 6 wide displays are being produced.
 - Front glass location is a must. If only one display can be placed on front glass, determine which display provides the most opportunity for RJR and place on front glass. Position other display on side glass or large display on Backbar.

IMPORTANT NOTE: Facings requirements in contract verbiage will require multiple suction cup displays. If only single suction cup display is allowed on front glass, remaining facings should be accomplished using a display(s) on back counter.

Signage

Full Price - The same guidelines for the Base Contract apply. However, in extreme security environments (glass kiosk), you may have to substitute other permanent signage.

Savings - This requirement has been added to ensure brand and price communication. Large impactful signage at the point of purchase (back wall, etc.) is required. As with Full Price, a banner or other permanent sign may have to be substituted in extreme security environments (glass kiosk).

(over)

Contract Requirement Interpretations

As stated earlier, the Non Self-Service Base contract is very similar to the Self-Service Base contracts. Changes, along with interpretations are listed below:

Statement - RJR Savings brand pack display(s) and auxiliary price signage no less than equal position to other Savings brand displays.

Interpretation - Auxiliary signage has been added. It is extremely important to obtain an additional Savings brand price sign in an impactful location.

Statement - All cigarettes displayed remain in non self-service position.

Interpretation - For the retailer to qualify for this program, he must merchandise all packs non self-service. Should he locate a display self-service, RJR's Self-Service Base contract would apply.

SIS Information

Type	Plan	Rows/Units	Rate
NSSBase	A,B,C,D or E	1	(Automatic - See Contract)

ATTACHMENT 1
NSS PACK PROGRAM - NORMAL ENVIRONMENT



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ATTACHMENT 2
NSS PACK PROGRAM - HIGH SECURITY ENVIRONMENT